

Scheldeprijs 2023

Hospitality & publicity
Wednesday 5 April 2023





111th SCHELDEPRIJS

Wednesday 5 April 2023

Last year we celebrated the 110th edition of our race. It was a very difficult one, with lots of wind and echelons, but with an amazing winner. Alexander Kristoff proved too fast for the sprinters. After his decisive breakaway on the cobbles of Broekstraat, he rode to victory.

In the women's race, Lorena Wiebes took home the trophy again. As one of the fastest riders in the women's peloton, she won the sprint very convincingly.

After two races in COVID mode, we could all come together again to enjoy the race in the way that we are accustomed to! This year, we are all eagerly looking forward to the festivities in Schoten. With top teams in the men's and women's races and a modified course that will provide even more spectacle and excitement, we are ready for it.

To enjoy this day even more, we have also expanded our VIP offer with various packages. All our VIP locations will be located in the finish zone, so that our guests don't have to miss a thing. You can watch the start and finish of the women's race and the final of the men's race from the first row. Runaways will want to take their chance on a fast local circuit with three local laps each time, but it is often the fastest legs that make it.

As for every year, the participants compete for the diamond trophy, donated by Van Ranst jewellers in Schoten. The top sprinters present will fight to their last gasp for this unique work of art.

After the culinary lunch, you can head to the VIP café which serves a wide range of food and drinks, so everyone can celebrate with us on this day and follow the sprint of the spring.

Wednesday 5 April 2023 will be a top day for Schoten, a party for young and old, exuberant supporters, lively pubs and the atmosphere of yesteryear, which has had cycling fans flock to Schoten since 1926.

We would like to explicitly thank all the authorities and our partners for their invaluable support in preparing this edition.

Jack Vissers
Voorzitter.



VIP package ‘Diamant’ Schoten

📍 LOCATION

Schoten VIP zone

★ PROGRAMME

- ➔ Culinary VIP lunch at restaurant ‘Gustatif’
- ➔ Attend local round(s) and finish Scheldeprijs
- ➔ Live TV broadcast of the Scheldeprijs on big screens
- ➔ Reception with a DJ and surprise act

🕒 TIMING

- 11.30 a.m.** Opening of the car park in Kasteeldreef
Welcome reception | Zeeland oyster bar | Champagne Start Scheldeprijs Women Elite
- 12 noon** Culinary VIP lunch in restaurant ‘Gustatif’ with wine pairing
Attend local round(s) and finish Scheldeprijs Women Elite
- 3.30 p.m.** After the lunch, following the Scheldeprijs Men Elite, in the ‘Aankomst’ VIP unit
- 6 p.m.** Reception with food trucks & open bar
Access to ‘VIP Café’ zone
- 9 p.m.** Closure of the VIP zone

€ **295**
p.p. excl. VAT

DIAMANT	Restaurant Gustatif, Churchillaan 55
VIP unit AANKOMST	Churchillaan 17
VIP tent GOUD	VIP unit Kasteeldreef at the roundabout in Churchillaan
VIP Café	Kasteeldreef near Churchillaan

VIP package 'Goud' Schoten



📍 LOCATION

Schoten VIP zone

★ PROGRAMME

- Welcome reception
- Personalised VIP table
- Culinary 4-course VIP lunch
- Attend local round(s) and finish Scheldeprijs
- Live TV broadcast of the Scheldeprijs on big screens
- Reception with a DJ and surprise act

🕒 TIMING

- 11.30 a.m.** Opening of the car park in Kasteeldreef
Welcome reception | Zeeland oyster bar | Champagne Start Scheldeprijs Women Elite
- 12 noon** Personalised VIP table | Lavish 'Goud' culinary 4-course VIP-lunch
Attend local round(s) and finish Scheldeprijs Women Elite and Scheldeprijs Men Elite, from the 'Goud' VIP tent
- 6 p.m.** Reception with food trucks & open bar
Access to 'VIP Café' zone
- 9 p.m.** Closure of the VIP zone

€ **275**
p.p. excl. VAT

VIP tent GOUD	VIP unit Kasteeldreef at the roundabout in Churchilllaan
VIP Café	Kasteeldreef near Churchilllaan

VIP package ‘VIP Café’ Schoten

📍 LOCATION

Schoten VIP zone

★ PROGRAMME

- Attend local round(s) and finish Scheldeprijs
- Live TV broadcast of the Scheldeprijs on big screens
- Access to the ‘VIP Café’ VIP location
- VIP Café with food trucks & open bar
- Reception with a DJ and surprise act

🕒 TIMING

- 2.15 p.m. Reception
- 2.30 p.m. Opening VIP Café with food trucks & open bar
Attend local round(s) and finish Scheldeprijs Women Elite and Scheldeprijs Men Elite, from the VIP Café
- 6 p.m. Reception with food trucks & open bar
- 9 p.m. Closure of the VIP zone

€ 105
p.p. excl. VAT

VIP Café Kasteeldreef near Churchilllaan



VIP package ‘Ontbijt’ Terneuzen

📍 LOCATION

Terneuzen

★ PROGRAMME

- VIP breakfast
- Access to the team zone near the Town Hall
- Team presentation at Markt in Terneuzen
- Start of the Scheldeprijs

🕒 TIMING

- 9 a.m. VIP parking Scheldetheater
- 9.30 a.m. Lavish VIP breakfast in Terneuzen
- 10.30 a.m. Team presentation + access to team zone and VIP zone
- 12.45 p.m. Start of the Scheldeprijs Men Elite

€ 75
p.p. excl. BTW



Publicity



INHOUD

- Your advertisement in the official race programme.
- Circulation of 2,000 copies
- Offered to the public and VIP guests

1/4: € 500 excl. VAT

1/4: € 350 excl. VAT

Products and activities may not compete with those of the sponsors of the Scheldeprijs

Our partners



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Contact

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Order tickets

www.scheldeprijs.be/hospitality